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Dated: June 18, 2004

Signature: (Stanton C. Braden)

Docket No.: SONY 3.0-030 (PATENT)

: Group Art Unit: 3622

: Examiner: J. L. Young

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Paul H. Feinberg

Application No.: 09/785,095

Filed: February 16, 2001

For: SYSTEM AND METHOD FOR PROVIDING

CUSTOMIZED ADVERTISEMENTS OVER A

NETWORK

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

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**GROUP 3600** 

**AMENDMENT** 

Dear Sir:

In response to the official action mailed March 12, 2004, applicant submits the following amendments and remarks.